LOVELL

DIAMOND CYCLES

ARE THE BEST
STRICTLY HIGH GRADE

TL 435 .J647 L68 1895

LOVELL DIAMOND CYCLES

MANUFACTURERS OF
AND JOBBERS IN
FIRE ARMS,
BICYCLES
AND
SPORTING
GOODS

MANUFACTURED BY

John P. Lovell
ARMS Co.

John P. Lovell PREST.
Benj. S. Lovell TREAS.

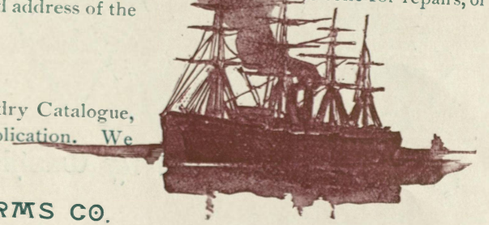
131 Broad Street, and 147 Washington Street, Boston, Mass., U.S.A.

SHIPPING DIRECTIONS.

WE suggest the use of Express Money orders (when possible) for all remittance by mail. These money orders can be bought at any express office more conveniently, with less expense, and afford greater security than any other form of remittance. It is the only way of sending money in letters where you get a receipt which you can keep to prove that you sent the money in case letters are miscarried, lost, misdirected, stolen or destroyed. If not convenient to send Express Money Orders, send Check, Registered Letter or P. O. Order.

Positively no goods sent C. O. D. unless orders are accompanied by sufficient money to pay express charges both ways. No orders for parts or sundries will be shipped until money is received. Goods sent for repairs, or any other cause, must be plainly tagged with the name and address of the sender, and letter of advice sent by mail.

If you have not received a copy of our Illustrated Sundry Catalogue, we shall be pleased to send same upon receipt of your application. We carry a full line of these goods at lowest market prices.



JOHN P. LOVELL ARMS CO.

A384 6/85

1895.

THE time has come which we have been predicting for some years: The era of lower prices for high-grade wheels. The time when the people are to get fuller value for their money. Lovell **Diamond** Bicycles were the first really high-grade wheels that were sold at a reasonable price. For years their sale has increased by such leaps and bounds, and they have proved such a thorn in the side of the "high price" manufacturers, that finally the high price people have had to come down to Lovell prices.

The people would not buy high price high-grade wheels when they could get Lovell **Diamonds,** which are also high-grade wheels, for less money.

So this year most high-grade wheels are being sold at Lovell **Diamond** prices.

It is a great victory for the people. It is a great victory for Lovell **Diamond** Bicycles. It proves that Lovell **Diamonds** must be good wheels, or they would not be worth competing with.

For a long time it has been the cry that a **good** high-grade wheel **could not** be manufactured for less than $150. Now, it seems, it can be done; but why now, in 1895, and not before?

Because every year only proved more clearly that the high price policy couldn't last. The people were getting to know better. Lovell **Diamonds** were teaching them.

This year Lovell **Diamonds** will have a larger sale than ever. The policy of their makers has been vindicated. They are high grade wheels of superior construction. They will be sold this year lower than before.

Lovell **Diamonds** will be much improved this year, over last. Some of the principal improvements will be:—A higher barrel Crank Shaft; narrower Tread; improved Ball Bearings; stronger and lighter Spokes; interchangeable Pedals; improved Wheel Base; new style Handle Bars, and a larger size Steel Tubing for the Frame.

Lovell **Diamonds** have always proved themselves specially good wheels. They have always been exceedingly strong and durable.

They are manufactured with the greatest care, and under the direction of the highest grade of mechanical talent. The factory is one of the largest and most perfect in the world.

Lovell **Diamonds** have always "stood up" well in actual use. Last year was no exception, and their reputation has been well maintained on the road and on the track.

This year they will do better than ever. They are very light weight; and yet great strength and perfectness of manufacture will make them for 1895, as they have been in former years, one of the principal favorites, if not **the** favorite, of the season.

JOHN P. LOVELL ARMS COMPANY.

THE most important feature of building bicycles is their construction, and for mechanical construction the Lovell Diamond Cycles are a marvel of excellence. The material used in the construction of our cycles is all special stock, and by means of expensive testing machinery in our factory, we not only test all our stock, but keep record of it from year to year. Thus we claim, after years of experience, to use the best material suited for the different parts and strains of a bicycle. We have used in all our machines the newest joints and parts possible, and they stand to-day with less brazed joints than any other make. This will readily be seen in our front fork and steering head, which are each in one piece.

The tubing used is the best English weldless steel tubes, and all connections are solid steel drop forgings. All joints are re-enforced where we know that it is necessary; we do not, however, re-enforce joints where it is needless, as it only adds weight without increasing the strength.

The bearings are made of tempered steel, ground to size, thus insuring a bearing as good as improved machinery and skill can produce. The wear is reduced to a minimum, and, with our fine adjustment, can be easily taken up.

We temper all other running parts of our machines, such as centre-pieces and chains, and also the sprocket teeth, thus insuring fine running wheels, and reducing the wear to a minimum.

The front and rear wheels are removable without taking out bolt or nut. This is a great improvement in taking wheels apart for cleaning or other purposes.

In our bicycles will be found many improvements, most of which are original mechanical devices, such as pedals, adjustable seat bar, absolutely dust-proof bearings, high frame, and narrow tread.

We keep skilled experts constantly at work devising new and practical mechanical improvements, which keep our bicycles always to the front. Best material and workmanship will give lightness, strength and durability; these, with fine finish and years of experience in bicycle manufacturing, are given to the public in our 1895 models.

GUARANTEE.—We warrant our wheels to be free from all imperfections in manufacture and material, and will make good, within one year from date of purchase, any defect not caused by use, misuse or neglect.

Where such claims are made, the parts must be sent prepaid, with name of sender attached, for examination before any claims are allowed, also a letter of advice by mail.

Tires and saddles are also sent to the manufacturers in cases of defects.

JOHN P. LOVELL ARMS CO.

Description of Lovell Diamond, Model 22.

TRACK RACER.

LAST season we placed a racing wheel on the market, which was our first effort in this direction. It met with such phenomenal success that this season we have taken special pains to produce a wheel which would contain all the good points of our former racer, and, at the same time, add such improvements as would keep it at the head of the line. This wheel has been thoroughly tested and is the one on which Nat Butler broke so many world's records. For improvements, we have a 5-inch tread, which will be a great help; barrel crank shaft bracket; larger size tubing throughout the frame; improved ball bearings; new detachable sprocket; new chain; improved handle bar and saddle. This wheel, although made for track use, we can recommend for road racing over fair roads. It has been thoroughly tested during the past season and the only parts about it that we do not guarantee for constant road use are the tires.

SPECIFICATIONS.—25-inch diamond frame of the finest quality seamless steel tubing, of large diameter and light gauge. Special, improved steel drop forgings throughout. Improved, re-enforced connections. Barrel crank shaft-bracket. 5-inch tread. 10 1-2-inch steering head. 28-inch wheels. Finest wood rims. Full nickeled tangent spokes, swaged, adjustable at the rims by nipples and tied at the intersections. Forged hubs. Round, detachable racing cranks with key fastening, 6 1-2-inch throw. Improved, 3 1-2-inch, dust-proof, rat-trap pedals, skeleton style. Improved, non-stretchable chain, block pattern, black centers, case-hardened steel side links, highly polished. New design of sprocket wheels, detachable. Dust-proof ball bearings of new design and simple adjustment. Improved, dust-proof oil-hole covers. Light racing saddle. Special T sliding seat post. Racing handle bars, style 2. Combination cork and rubber handles. Tool bag with pump, oiler and wrench.

Finish, three coats of black enamel, bright parts nickeled on copper.

Gear, 72 inches. Wheel base, 44 inches. Weight, 18 pounds, lighter if desired.

Options: 64, 68 or 76-inch gear. 6 1-4-inch cranks. Any light racing tires. If desired, this machine will be furnished, from stock, with 23-inch frame and 10-inch head. Adjustable handle-bar, if desired.

Model 22, Track Racer, Price, $100.00.

Description of Lovell Diamond, Model 23.

SEMI-RACER.

THE Model 23, like our Track Racer, was first placed on the market about the middle of last season, and met the demand for a light, strong wheel which could be used for either track or road racing. It proved satisfactory in every respect and holds many world's records to-day. In construction, it is identically the same as the Track Racer, except that the handle bars are not quite so low and the saddle is of the semi-racing style. If preferred, it can be equipped with the racing handle bar and saddle, and, although the wheel is very light, we guarantee it on all kinds of roads. The improvements are the same as made in our Model 22 and riders will find this the ideal wheel. In its construction, as well as in all our others, there are less parts and fewer brazed joints than in any wheel made.

SPECIFICATIONS.—25-inch diamond frame of the finest quality seamless steel tubing of large diameter and light gauge. Special steel drop forgings throughout. Improved re-enforced connections. Barrel crank shaft bracket. 5-inch tread. 10 1-2-inch steering head. 28-inch wheels. Finest wood rims. Full nickeled tangent spokes, swaged, adjustable at the rims by nipples and tied at the intersections. Forged hubs. Round, detachable cranks with key fastening 6 1-2-inch throw. Improved, 3 1-2-inch, dust-proof, rat-trap pedals, skeleton style. Improved, non-stretchable chain, block pattern, black centers, case-hardened steel side links, highly polished. New design of sprocket wheels, detachable Dust-proof ball bearings of new design and simple adjustment. Improved dust-proof oil-hole covers. Semi-racing saddle. Special T sliding seat post. Improved handle bar, style 3. Combination cork and rubber handles. Round steel step. Steel coasters. Tool bag with pump, oiler and wrench.

Finish, three coats of black enamel, bright parts nickeled on copper. Striping, if preferred. Weight, with M. & W. semi-racing tires and regular equipment, 19 1-2 pounds.

Gear, 68 inches. Wheel base, 44 inches.

Options: 64, 72 or 76-inch gear. Rubber pedals. Other types of cemented or detachable tires. Detachable lamp bracket. If desired, this machine will be furnished, from stock, with 23-inch frame and 10-inch head. Adjustable handle bar, if desired.

Notice.

AS we are continually exchanging old wheels for new ones in this locality, it places in our hands a large variety of second-hand and shopworn wheels of different makes, sizes and styles, which we are in a position to sell at extremely low prices.

These include boys', girls', misses', youths', men's and women's machines in cushion and pneumatic tires.

In writing for one of these, give us an idea of what you wish to pay, also the size and style preferred and we shall be pleased to quote you prices, or send you our list, upon application. Prices low.

JOHN P. LOVELL ARMS CO.

Model 23, Semi-Racer, Price, $100.00.

Description of Lovell Diamond, Model 24.

LIGHT ROADSTER.

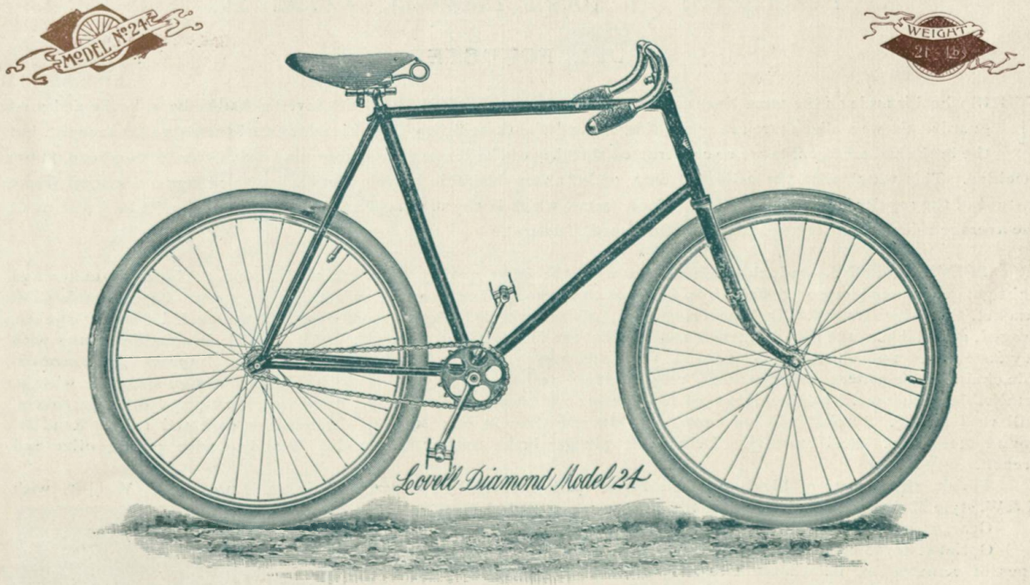
THE Model 24 takes the place of our Model 18 of last year, which, as a light road machine, proved itself superior to any on the market. This wheel, while retaining all the important features that made it so popular during the past season, will be lighter and stronger than ever and will be the popular mount for 1895. Some of the more important improvements will be the use of a larger size tubing throughout the frame; higher barrel crank shaft; barrel bracket; improved dust-proof ball bearings; new detachable sprocket and chain; new style handle bar and saddle. This wheel, fitted with M. & W. style M road tires, which weigh 3 1-4 pounds per pair and are furnished unless otherwise ordered, weighs 22 pounds. This wheel, which is the product of years of experience in building wheels, we can fully guarantee for all weights of riders on all kinds of roads. Fitted with light tires and a light saddle, the weight would be about 20 pounds.

SPECIFICATIONS.—23-inch diamond frame, of the finest quality seamless steel tubing, of large diameter and light gauge. Special improved steel drop forgings throughout. Improved re-enforced connections. Barrel crank shaft bracket. 5 1-4-inch tread. 10-inch steering head. 28-inch wheels. Finest wood rims. Full nickeled tangent spokes, swaged, adjustable at the rims by nipples and tied at the intersections. Forged hubs. Round, detachable cranks with key fastening, 6 1-2-inch throw. Improved, 3 1-2-inch, dust-proof, rat-trap pedals, skeleton style. Improved, non-stretchable chain, block pattern, black centers, case-hardened steel side links, highly polished. New design sprocket wheels, detachable. Dust-proof ball bearings of new design and simple adjustment. Improved, dust-proof oil-hole covers. Light road saddle. Special T sliding seat post. Handle bar, style 4. Combination cork and rubber handles. Round steel step. Steel coasters. Tool bag with pump, oiler and wrench.

Finish, three coats of black enamel, bright parts nickeled on copper. Striping, if preferred. Weight, with M. & W. style M tires and regular equipment, 21 1-2 pounds.

Gear, 68 inches. Wheel base, 44 inches.

Options: 60, 64, 72 or 76-inch gear. Rubber pedals. Other types of cemented or detachable tires.



Model 24, Light Roadster, Price, $100.00.

Description of Lovell Diamond, Model 25.

FULL ROADSTER.

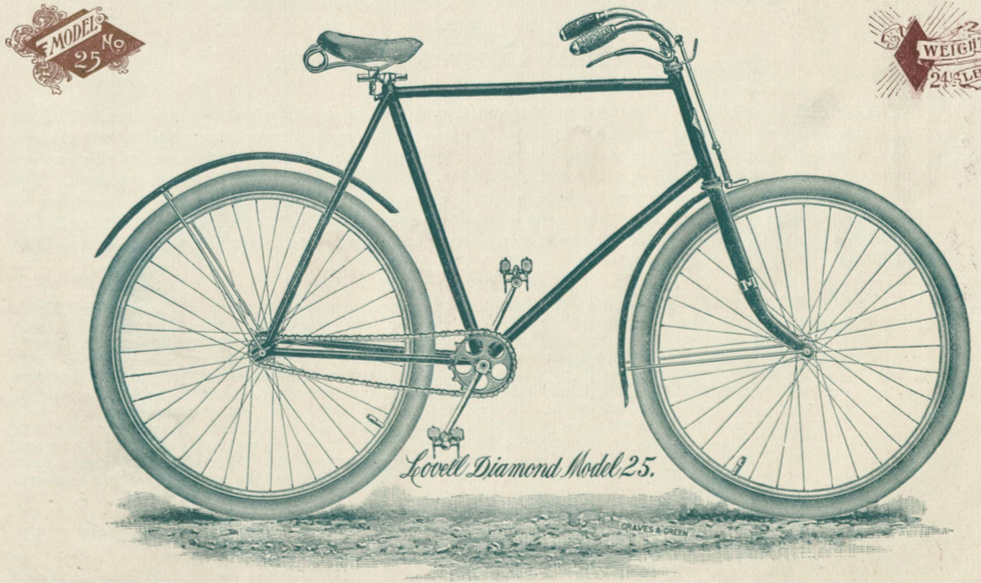
THIS wheel is made on the same lines as our Model 24, except that it is fitted with inverted handle bars, brake and mud guards. As we realize there are many riders who desire these fittings, we have furnished them on this account, but the brake and mud guards are so constructed that they can be removed and show no trace of ever having been on the machine. This wheel, with the 21-inch frame, makes a very desirable bicycle for a lady who prefers a diamond frame instead of the regular ladies' style. The 23-inch frame, which is the standard on this style of wheel, will be found to fit the average rider; the 21 or 25-inch can be furnished, if desired.

SPECIFICATIONS.—23-inch diamond frame of the finest quality seamless steel tubing, of large diameter and light gauge. Special improved steel drop forgings throughout. Improved re-enforced connections. Barrel crank shaft bracket. 5 1-4-inch tread. 10-inch steering head. 28-inch wheels. Finest wood rims. Full nickeled tangent spokes, swaged, adjustable at the rims by nipples and tied at the intersections. Forged hubs. Round, detachable cranks with key fastening, 6 1-2-inch throw. Improved, 3 1-2-inch, dust-proof rubber pedals, skeleton style. Improved, non-stretchable chain, block pattern, black centers, case-hardened steel side links, highly polished. New design sprocket wheels, detachable. Dust-proof ball bearings of new design and simple adjustment. Improved, dust-proof oil-hole covers. Full road saddle. Special T sliding seat post. Inverted handle bar, style 5. Combination cork and rubber handles. Round steel step. Steel coasters. Detachable plunger brake and mud guards. Tool bag with pump, oiler and wrench.

Finish, three coats of black enamel, bright parts nickeled on copper. Striping, if preferred. Weight, with M.&W. style M tires and regular equipment, 24 1-2 pounds.

Gear, 64 inches. Wheel base, 44 inches.

Options: 60, 68 or 72 gear. Rat-trap pedals. Other types of cemented or detachable tires. Any of our five styles of handle bars. Adjustable handle bar, if desired.



Model 25, Full Roadster, Price, $100.00.

Description of Lovell Diamond, Model 26.

LADIES' LIGHT ROADSTER.

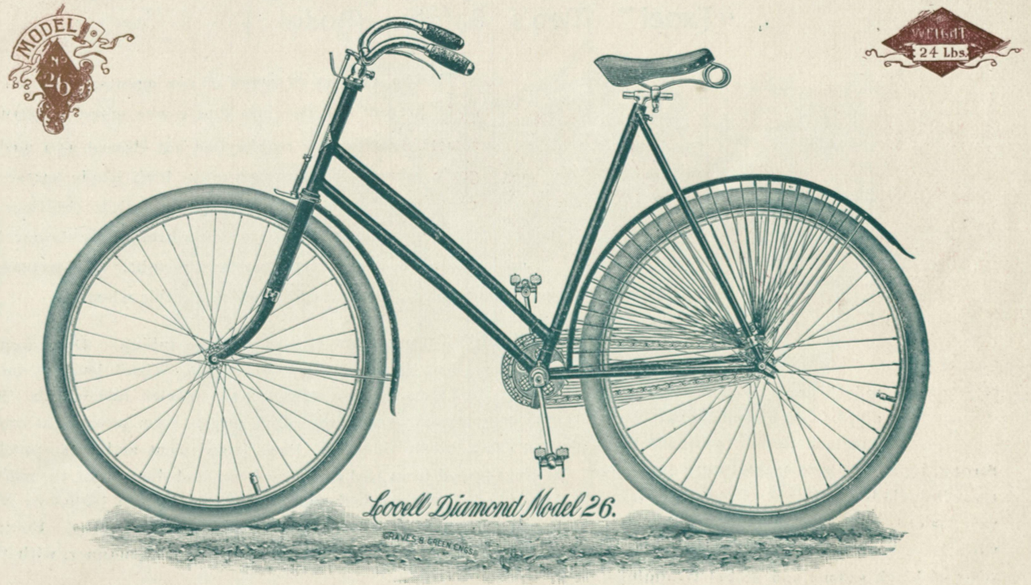
THE Model 26 or Ladies' wheel will be the popular and leading ladies' wheel of the season. While it retains all of the good points of last season, we have made many improvements which will place it ahead of all others. As can be seen from the cut, we have changed the style of frame, as this enables us to make the machine a great deal lighter, while at the same time it retains its great strength. The brake and guards are so made that they can easily be removed and show no trace of ever having been on the machine. The wheel without these parts weighs 21 pounds. It is made strong enough so that it may be ridden by a man, without risk. A new and improved lace dress guard is supplied, which is very light and strong.

SPECIFICATIONS.—23-inch frame of the finest quality seamless steel tubing, of the new and direct diamond pattern, with the strongest design double tube on the market, of large diameter and light gauge. Special improved steel drop forgings throughout. Improved re-enforced connections. Barrel crank shaft bracket. 5 1-4-inch tread. 10-inch steering head. 28-inch wheels. Finest wood rims. Full nickeled tangent spokes, swaged, adjustable at the rims by nipples and tied at the intersections. Forged hubs. Round, detachable cranks with key fastening, 6 1-4-inch throw. Improved, 3 1-2-inch, dust-proof, rubber pedals, skeleton design. Improved, non-stretchable chain, block pattern, black centers, case-hardened steel side links, highly polished. New design sprocket wheels, detachable. Dust-proof ball bearings of new design and simple adjustment. Improved, dust-proof oil-hole covers. Ladies' road saddle. Special T sliding seat post. Inverted handle bar, style 5. Combination cork and rubber handles. Steel coasters. Tool bag with pump, oiler and wrench.

Finish, three coats of black enamel, bright parts nickeled on copper. Striping, if preferred. Weight, with M. & W. style M tires and regular equipments, 24 pounds.

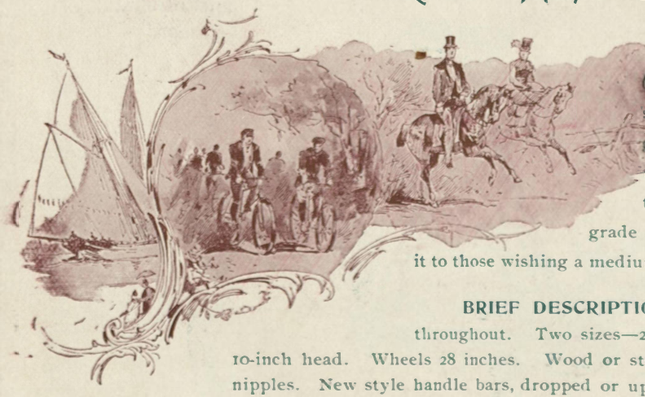
Gear, 64 inches. Wheel base, 43 1-2 inches.

Options: 60 or 68-inch gear. Rat-trap pedals. Other types of cemented or detachable tires. Any of our five styles of handle bars. Adjustable handle bar, if desired.



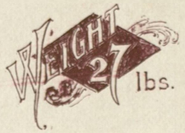
Model 26, Ladies' Light Roadster, Price, $100.00.

"Excel" Men's Safety, Model F.



AT the request of many of our agents, this year we present for the first time a new wheel constructed something after our regular line, but classed as a medium grade wheel. In its construction high grade material is used, drop forgings and steel tubing; while the lines and the general construction of the wheel resemble our high grade Diamond, it is a little heavier in weight. We recommend it to those wishing a medium price, strong, durable and serviceable wheel.

BRIEF DESCRIPTION.—True diamond frame, large tubing. Drop forgings throughout. Two sizes—22 and 25 inch depth of frame. Wheel base 43 inches. 10-inch head. Wheels 28 inches. Wood or steel rims. Piano wire spokes, nickeled full length. Brass nipples. New style handle bars, dropped or upturned as desired. Cork grips. Fine, new, light cranks, 6 1-2 inch throw. 5-16 inch block pattern chain, nicely finished. Drop forged front and rear sprockets. Strong, light, new pedals, absolutely dust-proof. Bearings turned from tool steel, hardened, and dust-proof throughout. 1-4 inch balls in crank axle; 5-16 inch in rear wheel; 3-16 inch in front wheel and head. Geared to 63 inches or otherwise, as ordered. Garford saddle of new design. Latest pattern of tool bag with tools, attached to tubing. Equipped with M & W. tires. Mud guards and brake not furnished, unless ordered. Finished in the best manner, with three coats of black enamel and nickel trimmings,



The Excel Model F, 28 inch Wheels, Double Tube Pneumatic Tires, List, $65.00.

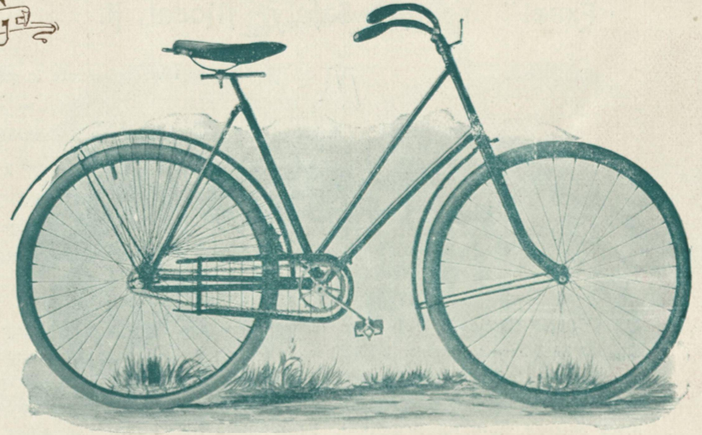
FOR MEN.

"Excel" Women's Safety, Model G.

LADIES' ROADSTER.

WE present this year Model G at the request of our agents. The material used in its construction is identically the same as used in Model F: it is designed after the latest style Ladies' wheel with direct double tube frame and all modern improvements. For a light, easy running and graceful, medium price wheel, it has no superior. Before purchasing, these wheels are certainly worth your examination.

BRIEF DESCRIPTION.—Double straight tube frame. Drop forgings throughout. Wheel base 43 inches. 10-inch head. Wheels, 28 inches. Wood or steel rims. Piano wire spokes; nickeled full length. Brass nipples. New style upturned handle bars, with cork grips. Fine, new, light cranks; 6-inch throw. New block pattern chain, nicely finished. Drop forged front and rear sprockets. New pattern light pedals, absolutely dust-proof. Bearings turned from tool steel, hardened and dust-proof throughout. 1-4 inch balls to crank axle, 5-16 to rear wheel. 3-16 inch balls to front wheel and head. Geared regularly to 56 inches. Garford saddle of new design. T seat post. Latest pattern of tool bag with tools, attached to the tubing. Equipped with M. & W. tires. Wood, mud and chain guards, very light and strong. With brake, complete. Finished in black enamel, with nickel trimmings.



The Excel Model G, 28 inch Wheels, Double Tube Pneumatic Tires, List, $65.00.

FOR WOMEN.

"Excel" Youths' Safety, Model H.

MODEL H wheel we substitute in place of last year's Model, Excel A. This wheel we consider the finest Youths' bicycle ever placed on the market; although very light in weight, we guarantee it in every particular; it has many of the latest improvements, graceful in style, and every desirable feature found in our high grade wheel. It is a wheel fully "up to date" and one the riders will fully appreciate.

BRIEF DESCRIPTION.—True diamond frame of large tubing. Drop forgings throughout. Wheel base 40 inches. 8-inch head. Wheels 26 inches. Steel or wood rims. Fine steel spokes, nickeled full length. Brass nipples. New style handle bars, dropped or upturned, as desired. Cork grips. Drop forged, round steel cranks, 5 1-2-inch throw. 5-16-inch new, block pattern chain, nicely finished. Drop forged front and rear sprockets. Fine, new, light steel pedals, absolutely dust-proof. Bearings turned from tool steel, hardened, and dust-proof throughout. Geared to 60 inches. New Garford saddle. M. & W. tires. Mud guards and brake are not included, unless ordered. Tool bag attached to tubing. Finished in black enamel, with nickel trimmings.

MODEL H

WEIGHT 25 LBS.

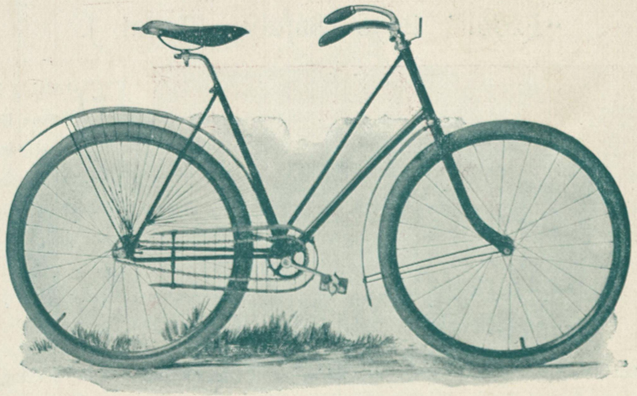
The Excel Model H, 26 inch Wheels, Double Tube Pneumatic Tires, List, $50.00.

FOR YOUTHS.

"Excel" Misses' Safety, Model I.

MODEL I we substitute in place of last season's Model, Excel B. This is by far the most easy and graceful running Misses' Cycle on the market; in these features it is superior to our last season's wheel; it is thoroughly light, very strong, and with its many "up to date" improvements will be this season a leader of its class.

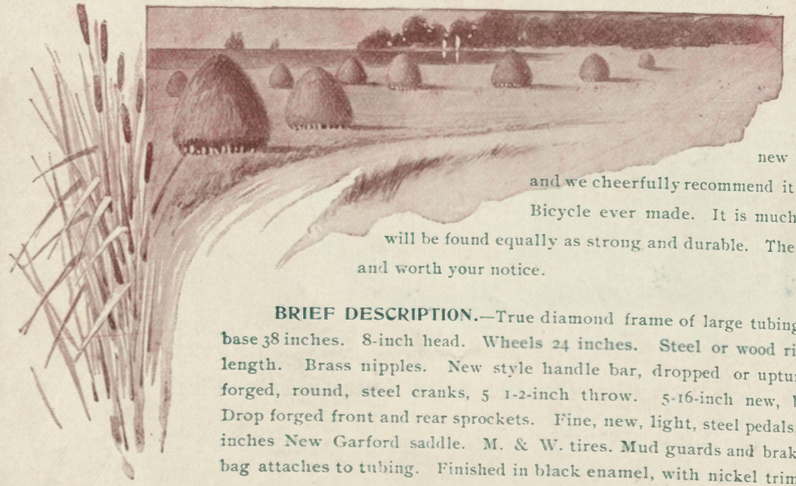
BRIEF DESCRIPTION.—Double tube frame, from large tubing of thin gauge. Drop forgings throughout. Wheel base 39 1-2 inches. 8-inch head. Wheels 26 inches. Wood or steel rims. Fine steel wire spokes, nickeled full length. Brass nipples. New style handle bars. Cork grips. Fine, new, light, drop forged steel cranks, 5 1-2 inch throw. Light steel pedals, absolutely dust-proof. 5-16 inch new, block pattern chain. Drop forged, steel front and rear sprockets. Bearings turned from tool steel, hardened and dust-proof throughout. Geared to 60 inches. Garford saddle of new design. New tool bag attached to the tubing. Equipped with M. & W. tires. Wood, mud and chain guards. With brake complete. Finished in three coats of black enamel, with nickel trimmings.



The Excel Model I, 26 inch Wheels, Double Tube Pneumatic Tires, List, $50.00.

FOR MISSES.

"Excel" Boys' Safety, Model J.



MODEL J is made on exactly the same lines as the Model H, differing only in size; its construction is of the same material, contains every new improvement, the finish is first class, and we cheerfully recommend it to the public as the finest Small Boys' Bicycle ever made. It is much less in weight than last season, and will be found equally as strong and durable. These are essential points in a boy's wheel and worth your notice.

BRIEF DESCRIPTION.—True diamond frame of large tubing. Drop forgings throughout. Wheel base 38 inches. 8-inch head. Wheels 24 inches. Steel or wood rims. Fine steel spokes, nickeled full length. Brass nipples. New style handle bar, dropped or upturned, as desired. Cork grips. Drop forged, round, steel cranks, 5 1-2-inch throw. 5-16-inch new, block pattern chain, nicely finished. Drop forged front and rear sprockets. Fine, new, light, steel pedals, absolutely dust-proof. Geared to 56 inches New Garford saddle. M. & W. tires. Mud guards and brake not included, unless ordered. Tool bag attaches to tubing. Finished in black enamel, with nickel trimmings.

MODEL J

WEIGHT 23 lbs.

The Excel Model J, 24 inch Wheels, Double Tube Pneumatic Tires, List, $40.00.

FOR BOYS.

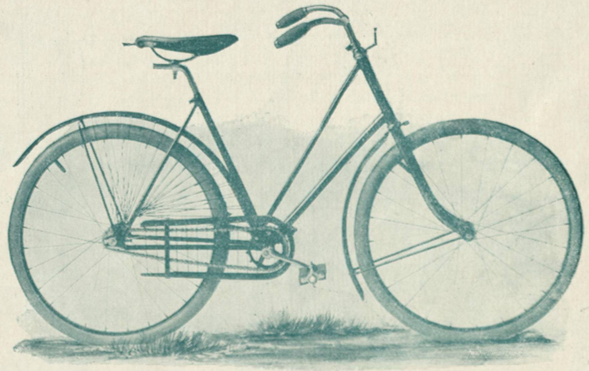
"Excel" Girls' Safety, Model K.

MODEL K has exactly the same lines as Model I, except the wheels are 24 inch instead of 26 inch; the material in its construction is identically the same. Last season this size wheel, which was made up of the same material, differing only on style, met with a great demand and gave perfect satisfaction, and for this style of wheel it has no equal. It is light, strong and the most desirable wheel of its kind on the market. To those looking for a 24-inch wheel, we cheerfully recommend this Model K.

BRIEF DESCRIPTION.—Double tube frame. Drop forgings throughout. Wheel base 38 inches. 8-inch head. Wheels 24 inches. Wood and steel rims. Fine steel wire spokes, nickeled full length. Brass nipples. New style handle bars. Cork grips. Round, drop forged, steel cranks. 5 1-2 inch throw. Light, steel pedals, absolutely dust-proof. 5-16 inch new, block pattern chain. Drop forged sprockets. Bearings turned from tool steel, hardened, and dust-proof throughout. Geared to 56 inches. Garford saddle of new design. New tool bag attached to tubing. Equipped with M. & W. tires. Steel mud and chain guards. With brake, complete. Finished in the best manner. Black enamel and nickel trimmings.

MODEL K

WEIGHT 45 LBS



The Excel Model K, 24 inch Wheels, Double Tube Pneumatic Tires, List, $40.00.

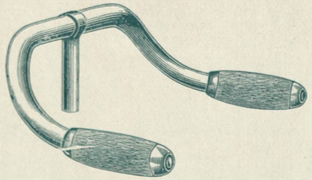
FOR GIRLS.

LOVELL DIAMOND Trade Mark REGS.

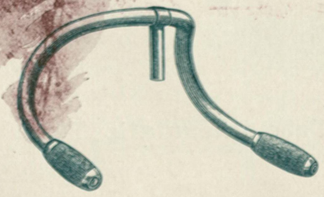
PARTS IN DETAIL

STYLES OF HANDLE BARS.

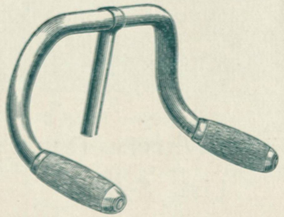
No. 2, Regular Racing Bar.



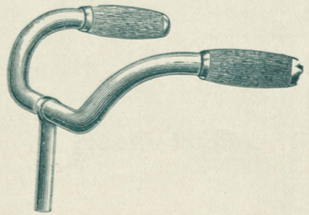
No. 4, Light Roadster Bar.



No. 1, Cow Horn Racing Bar.



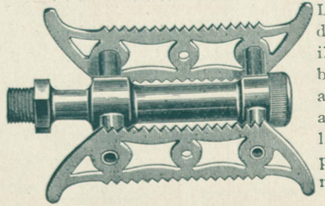
No. 3, Semi-Racing Bar.



No. 5, Inverted Full Road and Ladies' Bar.

We furnish the above Styles of Handle Bars on any of our 1895 Line of Lovell Diamond Cycles. Adjustable Handle Bar furnished if desired.

No. 1.



Pedal.

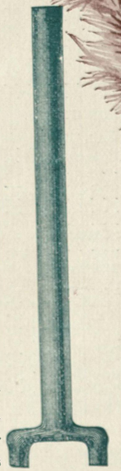
Parts in Detail

LOVELL DIAMOND Trade Mark REGS.

THE following illustrations show a few of the many important parts used in the construction of the Lovell Diamond Cycles.

Cut No.1 shows steering-head which is forged in one piece. Cut No. 2 shows the fork crown and head which likewise are forged in one piece. By constructing these parts in this way, a great many brazed joints are dispensed with, and there is no wheel made composed of fewer parts. It is generally known and conceded that the head is the weakest part of the bicycle, but by examining the construction of the Lovell Diamond any mechanic can become easily convinced that for strength, durability and compactness of construction the wheel we illustrate has no equal.

These parts and improvements are constructed at a great expense, which are not found on the general line of machines. With our facilities we can easily turn out this grade of work with slight effort. If you will investigate and compare other machines with ours, you will find there is no such high class construction put into them. These points and many other modern ideas, we claim, are the secret of the great strength and durability of the Lovell Diamonds. The pedal illustrated is of our own design, neat, light and strong, as may be seen from the illustration. There are no nuts or screws to lose off or become loose; this point, we think, will be greatly appreciated by the riders and save them a great deal of annoyance, and which is a great improvement over the last year's styles. When desired we furnish rubber plates which can be easily adjusted on these pedals making them rubber instead of rat-trap.



No. 2.

SUNDRIES.

BELLS.

	List.
New Departure, A	$ 2.00
" " B	1.75
" " C	1.50
" " S	1.25
" " D	.50
" " Midget	1.00
Bridgeport	1.00
Ericson Automatic	1.75
No. 250. Electric Stroke	.75
No. 225. Double Stroke	.50
No. 115. Single Stroke	.25

CYCLOMETERS.

Bridgeport, Model A	$ 3.00
" " B with bell	3.50
" " C, 10,000 miles	3.50
Standard	2.00
Spaulding	2.00
Shedd's	2.00
Novelty	2.00
Brooks	3.00
" Odometer for Carriages	5.00
Leow	3.25

CEMENT.

Tire, per pound	$0.50
" " three-ounce box	.20
Pure Rubber in Tubes, small	.15
" " " large	.20
Tire Tape, per roll	.10
Wood Rim Cement, per pint	.75
" " " half-pint	.50
" " " in small cans	.25
" " " tubes	.20

CHAIN LUBRICANT.

Chain Graphite	$0.20
Stick Graphite	.15
Hot Stuff Chain Lubricant	.25
Dixson's	.15

CYCLE HORNS.

No. 1. Small	$ 1.00
" 2. Large	1.25

LANTERNS.

Search Light, Nickel	$5.00
Flash Light, "	5.00
Tom Thumb Lens	3.50
Little Dazzler Lens	1.50
Rival, Bevel	1.00
Reliance Lens	1.50
Knock-Out	.50
Electric	.75
Torch Light, Nickel	10.00
	3.00

LOCKS.

Diamond, Nickel, No. 12	$0.50
Phoenix, No. 1, Plain	.25
" " 2, Brass	.40
" " 3, Nickel	.50
Aluminum	.50
Safety Chain	.75

LUGGAGE CARRIERS.

Lamson, No. 1½	$0.75
" " 1	1.00
" " 4 S	1.25
" " 4 D	1.50
Wardwell	1.00

OIL.

Lubricating, per bottle	$0.15
" " half pint	.25
" " pint	.40
Lantern, per half-pint	.25
" " pint	.40
Red Star, Solid Illuminant	.25

OILERS.

Lovell, Nickel	$0.15
Flat, Nickel	.15
C. & D., Perfection	.25
C. & D., " Holder	.25

PNEUMATIC TIRE REPAIR OUTFIT.

Perfection or Gem	$0.50
Midget, Nickel Case	.25
Eclipse	.25
Palmer	1.00

PNEUMATIC PUMPS.

Home with Stirrup	$2.00
Heath Ball	2.00
Telescope	1.50
Hand Regular, fit any tire	.75
M. & W.	.50
G. & J.	.50
Dunlop	.50

SADDLES.

Hunt Racing	$3.00
" Road	3.00
" Scorcher	3.00
Sager	3.00
Boys' Garford, Small size	2.50
Jones' Baby Seat	2.50
Rich & Sager Baby Seat	4.50
" " " Mackintosh	5.00
Garford, Style T 3	4.00
" " M 3	4.00
" " E 3	4.00
Climax Wire Spring	5.50
" " " Ladies	5.50

TOE CLIPS.

H. & W. Spring Steel	$0.25
Diamond	.50
Dunberger	.50
Buckley	.50
Hunt	.57
C. & S. No. 387, Winner	.75

TROWSER GUARDS.

Spring Steel, Nickel	$0.25
" " Enamel	.15
" " Blued	.10
Ideal	.10
Perfection, Bronze Lock	.30
" Nickel "	.35

WHISTLES.

Single Tube	$0.25
Duplex	.25
Surprise	.25
Universal, No. 1, Small	.25
" " 2, Medium	.25
" " 3, Large	.25

WRENCHES.

Diamond with Screwdriver	$0.75
Model, E., B. and S., Solid Jaw, Forged Nickel	.70
Model F., B. and S., Cast Jaw, Black	.50
Wakefield	.60
Boston	.35
Nipple Grip	.75
Boston Spoke Grip	.50
Chicago "	.75

PNEUMATIC TIRES AND PARTS.

Morgan & Wright, A., B., M., per pair	$12.00
" Tube and Valve	2.00
" Valve	.25
G. & J. Tires, 28 inch, per pair	15.00
" Covers	4.50
" Tube and Valve	2.00
" Valve	.50
Dunlop Tires, per pair	15.00
" Cover	5.00
" Tube and Valve	2.50
" Valve	.25
League Tires, per pair	11.00
" Tube and Valve	2.00
" Cover	3.50
" Valve	.25
Palmer Tires, per pair	15.00
" Valve	.75
Hartford Single Tube Tires, per pair	12.00
Valve Stems, each	.20
Anti-Rust	.15
Axle Lamp Bracket	.25
Bailey Automatic Brake	5.00
Ball Pedals, Rubber	4.00
" " Rat-Trap	4.00
Bicycle Grip	2.50
Brockton Foot Brake	2.50
Burleigh's Watch Carrier	.75
Coasters, per pair	.50
Cork Handles, per pair	.50
Corkaline Handles, per pair	.50
Cycline Polish	.25
Dress Guard Lacing, small roll	.50
Enamel in Cans	.25
" Brushes, each	.10
G. & J. Rims, each	1.00
Handy Screwdriver	.15
Home Trainer	35.00
Home Trainer Guage	$5.00
Kimball's Metal Polish	.25
Levy Cycle Clock	2.25
Lyon & Grumman Bicycle Stand	1.00
Magazine Screwdriver	.75
Marshal's Polish for Rust	.25
Perfected Bicycle Stand, Enameled	4.00
" " " Nickeled	6.00
Road Book of Boston and Vicinity	.25
R. R.	.25
Rubber Handles, per pair	.50
" Mud Guards	2.50
Spoke, Tap and Die Outfit	5.00
Sporting Manual	.10
Steel Balls, any size	.03
Three in one	.25
Tool Bag, Square	.50
" " Oval, Black	.50
Vulcan Torch	3.50
Wood Rims, per pair	3.00
Wooden Bicycle Stand	.75

BOYS' ALL METAL VELOCIPEDES.

WITH OVAL IRON TIRE WHEELS.

	Front Wheel.	Rear Wheel.	Length of Leg, Inside Measure.	List.	Net.
No. 1.	16 in.	14 in.	16 in.	$2.00	$1.25
" 2.	20 "	16 "	18 "	2.25	1.50
" 3.	24 "	18 "	20 "	2.50	1.75
" 4.	26 "	18 "	22 "	2.75	2.00
" 5.	28 "	18 "	24 "	3.00	2.25

SPECIAL GIRLS' TRICYCLES.

No. 0.	16 in. rear wheels.	Girls 3 to 5,	$ 6.00	$4.00
" 1.	22 " " "	" 4 " 7,	7.00	5.00
" 2.	26 " " "	" 7 " 10,	9.00	7.00
" 3.	30 " " "	" 10 " 13,	11.00	9.00

SWEATERS.

Made of the finest quality worsted.

	Retail.
No. XXX. Extra Heavy, each	$8.00
" XX. Heavy, each	5.00
" X. Medium, each	4.00
" 3. Light, each	3.00
" 250. Light, All Wool, each	2.00
Diamond, each	5.50
Lace Sweaters in any of above qualities, extra	.50
Striped Sweaters in any of above qualities, extra	.50

LADIES' SWEATERS.

No. L. W. Heavy fashioned to fit form, lace front and turn over collar, each	$5.00
No. M. W. Medium, same as L. W., each	3.50

TURTLE SWEATERS,

No. XX. Heavy, each	$7.50
No. X. Medium "	6.00

Sweaters in Black, White, Navy Blue, Crimson, Gray and Dead Grass Color always in stock.

JERSEYS.

1st qualities, each	$4.00
2d quality, each	2.50

EQUESTRIAN SHIRTS.

1st quality, each	$3.50
2d quality	2.00

SLEEVELESS SHIRTS.

1st quality, each	$3.00
2d quality, each	1.50
Cotton, each	.50
Lace front on 1st qualities only, extra	.50
Alternate stripes, on first qualities only, extra	.25

TIGHTS.

Full Tights, 1st quality, per pair	$3.50
Full Tights, 1st quality, double seat, per pair	4.50
Full Tights, 2d quality, per pair	2.50
Full Tights, cotton, per pair	1.50
Knee Tights, 1st quality, per pair	2.75
Knee Tights, 1st qualty, double seat, per pair	3.50
Knee Tights, 2d quality, per pair	1.50

SUPPORTERS.

No. 1. Morton's Supporter, each	$0.50
" 2. Rhelms' Supporter, elastic sides, each	.75
No. 1. Improved Supporter, each	.75
" 3. Dare's Supporter, each	1.50

ETON CAPS.

	Retail.
No. 0. Long Visor, each	$1.25
" 0. Short " "	1.00
" 1. Long " "	1.00
" 1. Short " "	.75
" 3. Short " "	.50

ILLUSTRATED LIST OF SUNDRIES SENT UPON APPLICATION.

World's Record Made on the Lovell Diamond by Nat Butler, Lovell Team.

SEASON OF 1894.

5-mile,	track,	at	Milford,	Mass.,		Time,		11.17
15 miles,	road,	"	Cambridge,	"		"		42.27
*15 "	"	"	Foxboro,	"		"		41.25 1/5
1 "	track,	"	Waltham,	"	Class A,	"		2.01 3/5
*1 1/4 "	"	"	"	"	"	"		2.36
*1 1/3 "	"	"	"	"	"	"		2.45 3/5
*1 1/2 "	"	"	"	"	"	"		3.05 2/5
*1 2/3 "	"	"	"	"	"	"		3.26 3/5
*1 3/4 "	"	"	"	"	"	"		3.36 4/5
2 "	"	"	"	"	"	"		4.07 2/5
1 1/2 "	"	"	Springfield,	"	Class B,	"		3.01
1 3/4 "	"	"	"	"	"	"		3.32
2 "	"	"	"	"	"	"		4.04 4/5
*1 "	indoor	"	New York,	N.Y.,	"	"		2.20
*2 "	"	"	"	"	"	"		4.48
*3 "	"	"	"	"	"	"		7.26

Butler competed in fifty-five races in the season of 1894, out of which he won thirty-eight prizes, as follows:—24 firsts; 9 seconds, and 5 thirds.

This is a marvelous performance considering that Butler is a new rider and rode a regular wheel, the LOVELL DIAMOND, MODEL 17.

*Signifies world's record up to date.

NAT BUTLER,
LOVELL TEAM, AND THE
LOVELL DIAMOND,
MODEL 95.

DAWSON & CO.
DEALERS IN BICYCLES
SPORTING GOODS
37 SOUTH MAIN ST. PROV. R.I.
BROAD ST.

Lovell Diamond Model 22